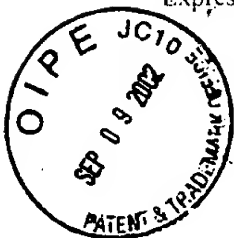


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PATENT



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al.

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Art Unit: 2163

Serial No.: 09/474,631

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Examiner: Eric T. Shaffer

Filed: December 29, 1999

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For: METHODS AND SYSTEMS
FOR ANALYZING
HISTORICAL TRENDS IN
MARKETING CAMPAIGNS

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AMENDMENT

Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated April 18, 2002, please amend the above-identified patent application as follows:

IN THE CLAIMS

1. (once amended) A method of evaluating marketing campaign data, the data being in the form of database scores, stored procedures, and On Line Analytical Processing (OLAP) multidimensional structures, said method comprising the steps of:

evaluating models using structures that segment gains charts to discover where a model is under performing; and

evaluating the model's performance over time and discovering user defined trends.

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